



THE MTM'S MOST RECENT SURVEY RESULTS FIND NEARLY HALF OF CANADIANS USING OTT SERVICES SUCH AS NETFLIX, UP 32 PERCENT VS. PAST YEAR

January 28, 2016 - The [Media Technology Monitor](#) (MTM), today announced the immediate release of its new [Sneak Peek Report](#) in a new online dashboard format.

The MTM Sneak Peek Report is being offered weeks ahead of its English- and French-language Media and Technology Adoption Reports as well as the most recent data set, which will all be available to subscribers in February.

The Sneak Peek explores three key findings and provides an inkling of what can be expected from the upcoming season.

For the first time, the MTM has partnered with [Dapresy](#) to provide a new and intuitive way of interacting with Sneak Peek data via its online dashboard.

From binge viewing to Canadian over-the-top (OTT) services to wearables, this interactive Dapresy report allows readers to dive into the MTM data.

Key findings from the Sneak Peek include the following:

- OTT services have taken off in Canada. Nearly half (45 percent) of all TV viewers now use an OTT service such as Netflix, Shomi, Crave TV or Club Illico;
- In an on-demand world, binge viewing continues to grow in popularity. In Fall 2015, 55 percent of Canadians did so;
- More than 10 percent of Canadians have adopted a wearable device. Among owners, Fitbit takes the top spot.

To access a free version of the Sneak Peek Report, [click here](#)

For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.